

## ORDER



KSNV

## Orders

Order / Rev: **108122**  
 Alt Order #: 06866388  
 Product Desc: Horsford/DCCC  
 Estimate: 2193  
 Flight Dates: 10/23/12 - 10/23/12  
 Original Date / Rev: 10/22/12 / 10/30/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: GMMB, Inc./ Washington D.C.  
 Buying Contact:  
 Billing Contact:  
 Washington Harbor  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: **DCCC/ Horsford** *Revised*  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	15	\$14,625.00	\$12,431.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$14,625.00	\$12,431.25	0.00
<b>Totals</b>	<b>15</b>	<b>\$14,625.00</b>	<b>\$12,431.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	24%	\$14,625.00
Market	100%	\$60,937.50

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$16,453.12
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$15,234.38
KTUD	1%	\$609.38
KVVU	18%	\$10,968.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,046.88

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/23/12	M-F 5-6a WakeUp w/WagM		5-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
WAKE UP WITH THE WAGNERS REV DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----			1	\$450.00	0.00						

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 Flight Dates: 10/23/12 - 10/23/12

Advertiser: DCCC/ Horsford  
 Product Desc: Horsford/DCCC  
 Estimate: 2193

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$700.00		0.00			
E 3	KSNV	10/23/12	10/23/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$900.00		0.00			
E 4	KSNV	10/23/12	10/23/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$425.00		0.00			
E 5	KSNV	10/23/12	10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$325.00		0.00			
E 6	KSNV	10/23/12	10/23/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$425.00		0.00			
E 7	KSNV	10/23/12	10/23/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS 4: THE AGENDA ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$325.00		0.00			
E 8	KSNV	10/23/12	10/23/12	Dr. Phil Dr Phil	CM	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$450.00		0.00			
E 9	KSNV	10/23/12	10/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-T-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
FIRST NEWS 3 AT FOUR ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$725.00		0.00			
E 10	KSNV	10/23/12	10/23/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
EARLY NEWS ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,200.00		0.00			
E 11	KSNV	10/23/12	10/23/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEOPARDY ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,300.00		0.00			
E 12	KSNV	10/23/12	10/23/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-T-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WHEEL OF FORTUNE ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,300.00		0.00			
E 13	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE W/ JON RALSTON ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$900.00		0.00			
E 14	KSNV	10/23/12	10/23/12		CM	8-9pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tues PR 8-9p															
Tuesday Prime 8-9pm															
THE VOICE ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$4,000.00		0.00				
E 15	KSNV	10/23/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$1,200.00		0.00				
E 16	KSNV	10/23/12	10/23/12	The Tonight Show	CM	1135p-1236a	-T-----	:30	1	\$500.00	1	0.00	NM	0	\$0.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12	The Tonight Show			1135p-1236a	-T-----	:30		(\$500.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
													Totals	15	\$14,625.00